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----- Original Message -----
Subject: Finding \$1.2B for Roads and Pure MI: Now You See It - Now You Don't
From: "Steve Yencich" <stevey@milodging.org>
Date: Tue, October 6, 2015 9:56 am
To: northwood@vovager.net

Dear Lodging and Tourism Stakeholder,

Legislative leaders in Lansing have now agreed to the formula which will lead to raising the \$1.2 billion necessary to repair Michigan's roads and bridges. The formula calls for raising \$800 million in new taxes and revenues. Most of this will come in the form of increased gas and diesel taxes and higher vehicle registration fees. The remaining \$400 million will come in the form of sweeping budget cuts which puts funding for Pure Michigan right in the cross hairs.

The resolution of the road funding debate is rapidly approaching and all state programs are on the chopping block. If there was ever a time when our industry needs to have a strong, visible presence at the Capitol, it's now.

Remember, there are voices urging legislators to end all funding for Pure Michigan. We all need to remember where funding was only five years ago. The Pure Michigan campaign returns \$6.87 in new tax revenues to the State for every \$1 invested.

But if we're not there to remind legislators of that fact, they will act in the vacuum we leave behind. The Pure MI summer, international, fall and winter campaigns will be reduced, and we'll be left wishing we had acted when we had the chance.

If you're already registered for the October 14th Michigan Lodging and Tourism Legislative Conference bring another attendee. If you've not yet registered, please do so today. We grew funding to \$33M because people across the state showed up and got. There's always been strength in numbers. Four hundred million dollars in state budget cuts will be made. Don't let those cuts be made in a vacuum. Do what you've done before. Visibly demonstrate our industry's support for Pure Michigan. Register for the Michigan Lodging and Tourism Legislative Conference

Sincerely,
Steven J. Yencich, CAE, CTA
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